

Mercedes-Benz Canada Launches New 2010 GLK-Class Microsite

{mosgoogle right}If you're a resident of Canada considering the purchase of a new Mercedes GLK, Mercedes-Benz Canada has just launched a new microsite dedicated to the model aimed at making your purchasing decision a little easier. As is the case with other GLK microsities, features at your disposal include photos, videos, various technical specifications and an eBrochure, all presented in a highly stylized package.

Commenting on the new GLK microsite, Mark Forsyth, Manager of Interactive Marketing and CRM at Mercedes-Benz Canada, notes: "A key objective of the site was to provide prospective customers with an emotional connection to the GLK, as well as to celebrate the style and uniqueness that the vehicle clearly possesses. This is one of our hippest and edgiest vehicles to date and we wanted to offer an experience that echoes the values of this demographic."

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